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News from the Tobacco Prevention and Control Program

Regional contractor meetings will be June 6

Hopefully you have all marked your calendars for the next Department of Health Regional Contractor Meeting on June 6, 2002. The meetings will take place from 9:30 a.m. to 4:30 p.m.

This spring, the regional meeting will have a different look. We learned from the last regional meeting evaluations that contractors prefer to hold the video conferencing portion of the meeting in the afternoon, and the collaborative meeting in the morning while they are fresh, wide awake, and jazzed by multiple cups of coffee. So at each of the nine sites, the meeting will begin with off-screen group participation facilitated by one of the DOH tobacco staff. The video conference session will follow after lunch. Video conference sessions will be linked allowing participation from all nine sites around the state at one time.

The video conference sites are located in the following cities:

Renton	Spokane	Wenatchee
Port Angeles	Lacey	Mount Vernon
Vancouver	Tri-cities-Kennewick	

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Next week we will send out a tentative agenda and the registration form. The registration form will list the addresses of each of the video conferencing locations.

For more information contact Marie Hruban at (360) 236-3730 or email Marie.Hruban@doh.wa.gov

"Enhancement" funds coming next fall

As a result of the passage of Initiative 773 (I-773), community contractors will notice a few changes in the way they receive funding from the state Tobacco Prevention and Control Program.

- The funding source previously designated "settlement" has been combined with the new I-773 tobacco excise tax funds to create a funding source called the Tobacco Prevention and Control Account.
- About one-half of the new tobacco prevention and control account funds earmarked for communities will provide an across the board allocation increase to each county. Each county will receive at least 25 percent more than they received from "settlement" funding source during the current fiscal year.

- The program will distribute an additional \$800,000 of the funding increase to county contractors in the form of “enhancement funds.”

Counties may apply for enhancement funds to add onto existing activities or to start new activities during the next fiscal year. Activities must address one of three program priorities:

- Reduce exposure to secondhand smoke
- Prevent tobacco use among 18- to 24-year-olds or help them to quit
- Reduce rates of tobacco use among underserved groups/communities

Enhancement funds will be available to county contractors receiving either Centers for Disease Control or Prevention or Tobacco Prevention and Control Account funds. The department will send county contractors application information when enhancement funds become available in July. Other contractors, including Educational Service Districts and tribes can make use of enhancement funds by collaborating with their county contractor on projects. The department will give collaborative projects priority when evaluating proposed activities for funding.

State program staff will work out the details of a formal application and review process during May and June. The Program Implementation Advisory Committee has been consulted on some of the application ground rules and will continue to be involved in shaping this process.

For further information contact Terry Reid at (360) 236-3665 or email Terry.Reid@doh.wa.gov

Unfiltered to appear on television statewide

The Washington State Department of Health will televise its teen anti-tobacco reality show *Unfiltered* statewide during primetime in early June. The one-hour program will alternate scenes from *Unfiltered* with frank discussion among 20 to 25 Washington teens regarding the culture of teen tobacco use in their communities. The show will be hosted by KOMO TV's “Northwest Afternoon” co-host Elisa Jaffe.

Unfiltered debuted on the department's youth Web site OutrageAvenue.com in May last year, where it has been downloaded and viewed by an average of 25 visitors per day. Through February of this year, an estimated 50,360 youth had seen *Unfiltered* on the Web, at school presentations, or at special events. This television broadcast of the popular reality show is the latest addition to the state program's comprehensive effort to reach teens and encourage them to quit using tobacco or discourage them from beginning to use it in the first place.

Unfiltered viewing dates:

Seattle (KOMO) and Spokane (KXLY)
June 10 – 9 p.m. to 10 p.m.

Yakima (KIMA) and Tri-Cities (KEPR)
June 8 – 7 p.m. to 8 p.m.

The forum participants will include a diverse group of teens, selected from high schools across the state, with a variety of attitudes toward, and experiences with, tobacco. Jaffe will lead this eclectic group in a discussion of how tobacco has impacted their lives and their communities, what they learned from the show, and how this information will affect their future decisions.

“This is a great opportunity for us to show *Unfiltered* to students throughout Washington who may not have known about it or hadn't been able to access it before,” said state tobacco program manager Terry Reid.

For further information contact Susan Zemek at (360) 236-3634 or email Susan.Zemek@doh.wa.gov

Regional youth summits coming soon

Don't forget to get teens ready for the regional youth events in Whatcom, Spokane and Pierce counties this summer. The Department of Health will send "Save this date" notices to each contractor in the near future. When registration time comes, it will be on a first-come-first-served basis; so get ready!!

For further information contact Carla Huyck at (360) 236-3678 or email Carla.Huyck@doh.wa.gov

Southwest Washington youth wins national award

Sarah Yamin of the Southwest Washington Health District's youth anti-tobacco group BREATHE is the 2002 winner of the Campaign for Tobacco Free Kids' Youth Advocate of the Year Award for the West Region. The Youth Advocates of the Year Awards honor youth who have fought to protect their peers and their communities from tobacco addiction and tobacco-caused disease through public education efforts, student-to-student training, and outreach to policy-makers.



Sarah's efforts include helping to organize BREATHE's Kick Butts event, participating as a youth advisor on the statewide Tobacco Prevention and Control Program's Implementation Advisory Committee, working with the University of Washington to pilot test its "Tobacco, Teens and Media" media literacy training project, and training more than 100 teens to make anti-smoking classroom presentations to younger kids through the Training Against Tobacco Use (TATU) program.

Winners will work with the Tobacco Free Kids throughout the year, traveling to conferences and other regional youth events to promote tobacco prevention. Last year's national winner was Shannon Brewer of Spokane.

Snohomish secondhand smoke conference scheduled for June 6

The first of several Department of Health sponsored conferences designed to promote smoke-free restaurants, housing, and parks will be held on June 6 in Everett. The event titled "Partnering for Clean Air: A Dialogue with Business, Housing and Parks," will bring together managers and owners of restaurants, bowling centers, and, property management firms; members of parks and recreation departments, housing authorities, and parks boards; and others to hear from local business owners about the health and economic benefits of a smoke-free environment.

Co-sponsors for the conference are the American Cancer Society, the American Heart Association, the American Lung Association of Washington, the Snohomish Health District, and Tobacco Free Snohomish County.

The event will be coordinated by the Center for Health Training, which will coordinate similar events for the Department of Health at locations we will announce here when the information is available.

For further information contact Carla Huyck at (360) 236-3678 or email Carla.Huyck@doh.wa.gov
At the Snohomish County Health District you can contact Mandi George, (425) 339-5279 or email mgeorge@shd.snohomish.wa.gov

Youth empowerment partner, the University of Washington, offers media training

The Teen Futures Media Network, sponsored by the University of Washington, has been traveling the state to work with teams of teen presenters and their adult coaches in the new *Teens, Tobacco & Media* Project. The project trains teens to use lesson plans and materials developed for the project to make presentations to their peers detailing the advertising and marketing strategies corporations use to sell their products. The teens use this information to analyze tobacco marketing, create anti-tobacco ads of their own, and learn how to fight back against tobacco company manipulations.

Teen presenters are expected to complete a mandatory one-day training offered by the University before they offer training to their peers. Upon completion of the training, teen teams receive the *Teens, Tobacco & Media* Tool Kit that contains all materials the presenter will require. The materials were developed by high school age youth for presentations to their peers. Stipends and honorariums along with reimbursement for travel and other expenses related to the trainings also have been given to individual teens and/or the group they represent and their adult coach.

This year, project trainees made most of their presentations to community groups and organizations. Next year the project will train youth to give presentations in schools. Among the groups who were involved this year are the Boys and Girls Club, scout groups, parks and recreation groups, media clubs, and a wide range of organizations serving teens in communities. It was especially gratifying to Teen Futures that several of these groups reported not having a particular focus on tobacco prevention before this project.

For further information contact Carla Huyck at (360) 236-3678 or email Carla.Huyck@doh.wa.gov

World No Tobacco Day

World No Tobacco Day, a global event that focuses attention on the impact tobacco use has on public health, will be held May 31. World No Tobacco Day is sponsored by the World Health Organization. It was first held in 1988. The theme for this year's event is "Tobacco Free Sports." If you would like to plan a World No Tobacco Day event in your area, more information, including directions for applying for a World No Tobacco Day grant, is available at the Web site <http://www.wntd.com/>

Dr. Robinson's model for addressing disparities available on CD

Several contractors have requested copies of the presentation materials from Dr. Robert Robinson's discussion of disparities at the March contractors' meeting. We now have the PowerPoint version of his presentation available. If you want a copy on CD, contact Dave Harrelson by May 16 at (360) 236-3685 or david.harrelson@doh.wa.gov

Note: Some CD-ROM drives may not be able to read a CD created with DirectCD. If your CD-ROM drive is MultiRead capable, there should be no problems. If you have problems reading this disk, please contact Robert Hunter at (360) 236-3642 or robert.hunter@doh.wa.gov

Add these dates to your calendar

May 15 – Contractor work plans approved by statewide program staff

May 32 – World No Tobacco Day

June 5 – Department of Alcohol and Substance Abuse statewide meeting

June 6 – Spring regional contractor meeting

June 18-21 – American Cancer Society's Camp Speakout

In the news:

Secondhand smoke and heart disease

As little as half an hour of secondhand smoke exposure can cause heart damage similar to that caused by habitual smoking according to a study published in the Journal of the American Medical Association (*JAMA*. 2001;286:436-441). <http://jama.ama-assn.org/issues/v287n3/ffull/jlt0116-2.html>

Altria name change

The Campaign for Tobacco Free Kids the American Cancer Society, the American Heart Association, and the American Lung Association are conducting a national ad campaign criticizing tobacco manufacturer Phillip Morris for changing its name to Altria Group. <http://tobaccofreekids.org/Script/DisplayPressRelease.php3?Display=481>

Youth rally in Olympia to bury Mr. Butts

Youth from around the state and Secretary of Health Mary Selecky attended a mock funeral for someone none of us would miss. You can read more about it at <http://www.theolympian.com/home/news/20020428/southsound/14725.shtml>

Secondhand smoke campaign works in California

Awareness campaign is credited with clean air gains.

http://story.news.yahoo.com/news?tmpl=story&u=/nm/20020429/hl_nm/smoking_california_1

Secondhand smoke affects children's test performance

A new study links secondhand smoke exposure to poor academic performance.

http://abcnews.go.com/sections/living/DailyNews/smoke_cognition_kids020507.html